

1 1. (Once Amended) A method for administrating an e-commerce system in a network-based
2 supply chain, comprising the steps of:

- 3 (a) monitoring operation of entities selected from the group consisting of
4 server processes, disk space, memory availability, CPU utilization, access
5 time to a server, and a number of connections in a network-based supply
6 chain for efficient system operation and problem prevention;
- 7 (b) updating items selected from the group consisting of merchandising
8 content, currency exchange rates, tax rates, and pricing in the network-
9 based supply chain at predetermined intervals;
- 10 (c) synchronizing external data stored separately from the network-based
11 supply chain with internal data stored on the network-based supply chain
12 in order to make the external data accessible to the rest of the network-
13 based supply chain system;
- 14 (d) managing contact information received from users of the network-based
15 supply chain to allow responses to user feedback; and
- 16 (e) altering the items based on profiles of the users of the network-based
17 supply chain.

1 6. (Once Amended) A computer program embodied on a computer readable medium for
2 administrating an e-commerce system in a network-based supply chain
3 environment, comprising:

- 4 (a) a code segment that monitors operation of entities selected from the group
5 consisting of server processes, disk space, memory availability, CPU

6 utilization, access time to a server, and a number of connections in a
7 network-based supply chain for efficient system operation and problem
8 prevention;

9 (b) a code segment that updates items selected from the group consisting of
10 merchandising content, currency exchange rates, tax rates, and pricing in
11 the network-based supply chain at predetermined intervals;

12 (c) a code segment that synchronizes external data stored separately from the
13 network-based supply chain with internal data stored on the network-
14 based supply chain in order to make the external data accessible to the rest
15 of the network-based supply chain system;

16 (d) a code segment that manages contact information received from users of
17 the network-based supply chain to allow responses to user feedback; and

18 (e) a code segment that alters the items based on profiles of the users of the
19 network-based supply chain.

1 11. (Once Amended) A system for administrating an e-commerce system in a network-based
2 supply chain environment, comprising:

3 (a) circuit logic that monitors operation of entities selected from the group
4 consisting of server processes, disk space, memory availability, CPU
5 utilization, access time to a server, and a number of connections in a
6 network-based supply chain for efficient system operation and problem
7 prevention;

8 (b) circuit logic that updates items selected from the group consisting of

merchandising content, currency exchange rates, tax rates, and pricing in the network-based supply chain at predetermined intervals;

(c) circuit logic that synchronizes external data stored separately from the network-based supply chain with internal data stored on the network-based supply chain in order to make the external data accessible to the rest of the network-based supply chain system;

(d) circuit logic that manages contact information received from users of the network-based supply chain to allow responses to user feedback; and

(e) circuit logic that alters the items based on profiles of the users of the network-based supply chain.

12. (Once Amended) A system as recited in claim 11, further comprising logic circuit that performs load balancing services that initiate and stop processes as utilization levels vary in the network-based supply chain.

13. (Once Amended) A system as recited in claim 11, wherein the logic circuit that manages the contact information includes tracking responses to the users of the network-based supply chain.

Please cancel Claim 16.